

ORDER



Orders

Order / Rev: 710002

Alt Order #:

Product Desc: OH Sen Josh Mandel Aug 28-Sept 3

Estimate: 2635

Flight Dates: 08/28/12 - 09/03/12

Original Date / Rev: 08/27/12 / 08/30/12

Order Type: Political

WKYC

Primary AE: Denel Kizler

Sales Office: WKYC

Sales Region: LOC

Agency

Name: Strategic Media Placement/ POL

Buying Contact: Nicholas Everhart

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Mandel, J/ US Senate

Demographic: A25-54

Product Codes: PL-US Senate

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	40	\$41,025.00	\$34,871.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$41,025.00	\$34,871.25	0.00
Totals	40	\$41,025.00	\$34,871.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	35%	\$41,025.00
Market	100%	\$117,214.29

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$37,508.57
WJW	29%	\$33,992.14
WOIO	4%	\$4,688.57
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/28/12	09/03/12	M-F 6-7a	CM	6a-7a	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF--			3			\$850.00		0.00			
Week:		09/03/12	09/09/12	-----			0			\$850.00		0.00			
N 2	WKYC	08/28/12	09/03/12	M-F 7-9a Today	CM	7a-9a	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF--			4			\$850.00		0.00			
Week:		09/03/12	09/09/12	M-----			1			\$850.00		0.00			
N 3	WKYC	08/28/12	09/03/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	08/28/12	09/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1			\$850.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$0.00			0.00			
N 4	WKYC	08/28/12	09/03/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----SS		1			\$850.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$850.00			0.00			
N 5	WKYC	08/28/12	09/03/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1			\$850.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$0.00			0.00			
N 6	WKYC	08/28/12	09/03/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1			\$850.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$0.00			0.00			
N 7	WKYC	08/28/12	09/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4			\$375.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$375.00			0.00			
N 8	WKYC	08/28/12	09/03/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	5	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		3			\$350.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$350.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	NKYC	09/03/12-09/09/12	M-F 3-4p		3p-4p	M-----	:30		(\$350.00)		0.00	NM		
		See MG 8.5,8.6 [Prgm Change] golf													
	5	NKYC	09/03/12-09/03/12	M-F 7-9a Today		7a-9a	M-----	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 9.4,10.5,8.4													
	6	NKYC	09/03/12-09/03/12	Early Today		4a-430a	M-----	:30		\$25.00		0.00	NM		
		Ⓜ MG for 9.4,10.5,8.4													
N 9	WKYC	08/28/12	09/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	4	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		3			\$425.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$425.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	NKYC	09/03/12-09/09/12	M-F 4-5p		4p-5p	M-----	:30		(\$425.00)		0.00	NM		
		See MG 8.5,8.6 [Prgm Change] golf													
N 10	WKYC	08/28/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4			\$650.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$650.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	NKYC	09/03/12-09/09/12	M-F 5-6p		5p-6p	M-----	:30		(\$650.00)		0.00	NM		
		See MG 8.5,8.6 [Prgm Change] golf													
N 11	WKYC	08/28/12	09/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4			\$1,800.00			0.00			

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N11	WKYC	08/28/12	09/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		4			\$1,800.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$1,800.00			0.00			
N12	WKYC	08/28/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		2			\$1,200.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$1,200.00			0.00			
N13	WKYC	08/28/12	09/03/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		3			\$2,800.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$2,800.00			0.00			
Totals														40	\$41,025.00